



Overview

We will cover three topics today

About this Study

- **Project objectives**
- **Regional approach**
- **Project scope**

Greenhouse Lab

- **Greenhouse Lab background**
- **Summary of Lab outcomes**

Early Findings

- **Need to focus on transit governance and funding**
- **Lessons from benchmarks**

About This Study

Study Focus & Definitions

Our team is working to identify ways to improve transit in Georgia

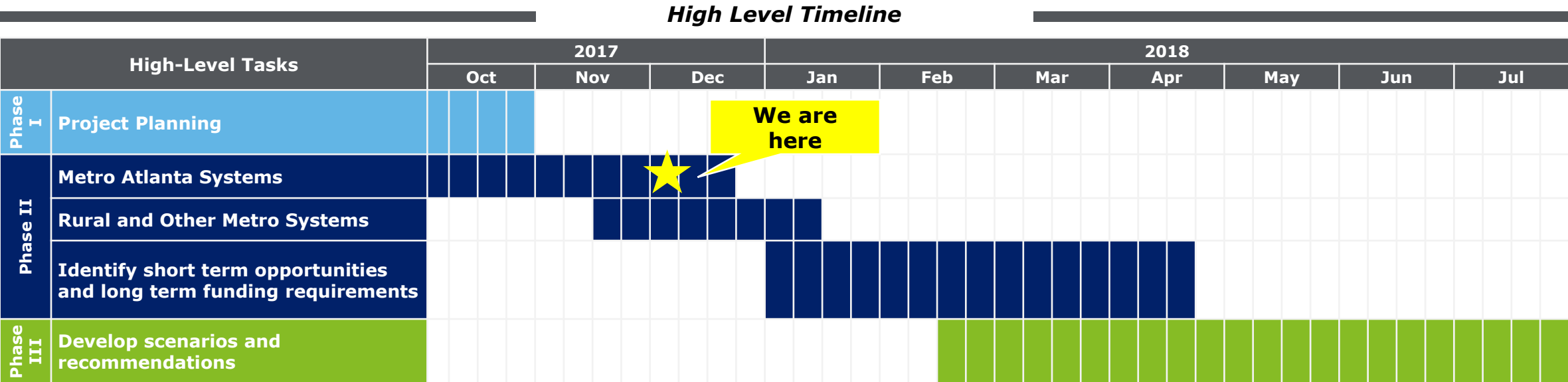
Study Focus:

This study’s core question is:

What operational, governance, funding, policy and regulatory changes should be made in order to improve transit in the State of Georgia?

Key Definitions:

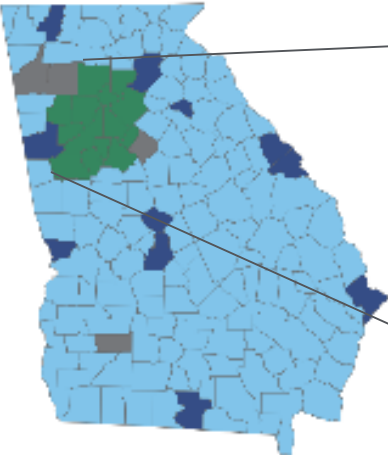
Transit	Mobility
<ul style="list-style-type: none"> Continuous shared-ride surface transportation Open to the public (or specific segments) 	<ul style="list-style-type: none"> Incorporates transit and broader modes, services and providers that transport people Includes taxi, rideshare and autonomous vehicles







Study Focus

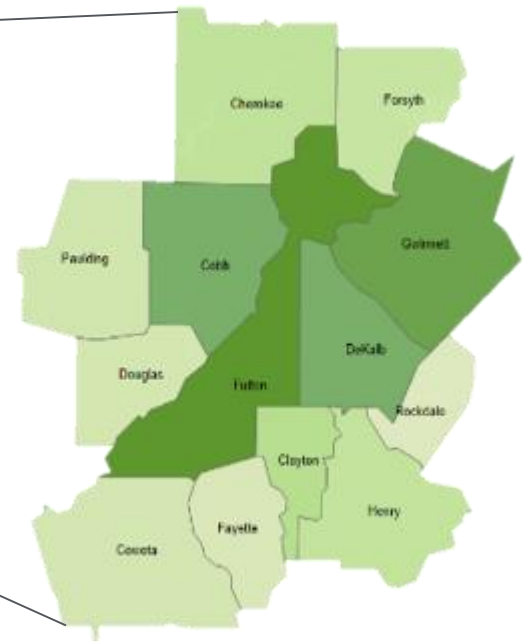
We have adopted a regional approach to this study

We take a *regional approach* to assessing the current state and needs of Georgia transit



Transit Study Regions

-  Metro ATL (based on SRTA jurisdiction)
-  Other Metro (pop > 100,000)
-  Rural trending to Metro (pop 90,000-99,999)
-  Rural (pop < 90,000)



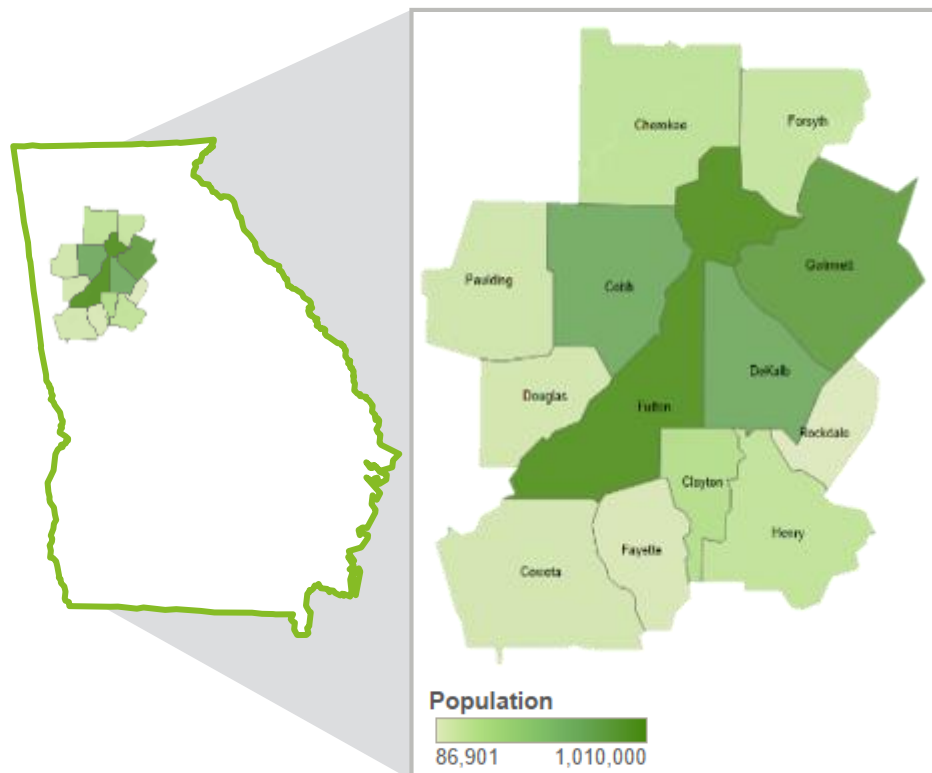
“Metro Atlanta” = 13 Counties:

Cherokee, Clayton, Coweta, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale

For this study, **Rural** includes both these categories

Metro Atlanta Transit Geographical Area and Transit Entities

SRTA's jurisdiction for the Metro Atlanta Region encompasses 13 Counties















13 Counties: Cherokee, Clayton, Coweta, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale

**City of Atlanta is transitioning Streetcar operations to MARTA across 2017-18*

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12/6/17

At Least 11 Public Transit Agency/Operators

- Metropolitan Atlanta Rapid Transit Authority 
- Cobb County Department of Transportation 
- Douglas County Rideshare 
- State Road & Tollway Authority  
- Gwinnett County Board of Commissioners 
- Cherokee County Board of Commissioners 
- Henry County Transit 
- *City of Atlanta - Department of Public Works - Transit Division 
- Forsyth County Public Transportation Dial A Ride 
- Coweta County Dial A Ride 
- vRide and Enterprise Rideshare 

4 Transit Planning Organizations

- Atlanta Regional Commission (All counties except for Forsyth, Paulding, and Coweta)
- Georgia Mountains Commission (Forsyth)
- Northwest Georgia Commission (Paulding)
- Three Rivers Commission (Coweta)

Metro Atlanta Greenhouse Lab

Metro Atlanta Transit Greenhouse Lab

A full-day lab was hosted to accelerate development of future-state governance and funding for Metro Atlanta transit

Core Question

What governance and funding structures will best serve the future of Metro Atlanta transit systems?

Workshop Structure



Metro Atlanta Transit Greenhouse Lab

A full-day lab was hosted to accelerate development of future-state governance and funding for Metro Atlanta transit

Workshop Invitees

Name	Organization	Name	Organization
1 RUSSEL MCMURRY, COMMISSIONER	<i>Georgia Dept. of Transportation</i>	11 LIZ HAUSMANN, COMMISSIONER	<i>Fulton County</i>
2 KERRY ARMSTRONG, CHAIRMAN	<i>Atlanta Regional Commission Board</i>	12 DOUG HOOKER, EXECUTIVE DIRECTOR	<i>Atlanta Regional Commission</i>
3 ROBBIE ASHE, CHAIRMAN	<i>MARTA Board of Directors</i>	13 CHARLOTTE NASH, CHAIRMAN	<i>Gwinnett County Board of Commissioners</i>
4 JAMIE BOSWELL, CHAIRMAN	<i>State Transportation Board</i>	14 LIZ O'NEILL, INTERIM GM AND CEO	<i>MARTA</i>
5 MIKE BOYCE, CHAIRMAN	<i>Cobb County Board of Commissioners</i>	15 MEG PIRKLE, CHIEF ENGINEER	<i>Georgia Dept. of Transportation</i>
6 BERT BRANTLEY, CHIEF OPERATING OFFICER	<i>Department of Economic Development</i>	16 REPRESENTATIVE KEVIN TANNER	<i>House Transportation Committee Chairman</i>
7 ABBY DAY, POLICY ANALYST	<i>House Transportation Committee</i>	17 CHRIS TOMLINSON, EXECUTIVE DIRECTOR	<i>SRTA</i>
8 SONNY DERISO, CHAIRMAN	<i>GRTA Board</i>	18 JEFF TURNER, COMMISSION CHAIR	<i>CLAYTON COUNTY</i>
9 FAYE DIMASSIMO, GENERAL MANAGER	<i>Renew Atlanta</i>	19 MICHAEL THURMOND, CEO	<i>DEKALB COUNTY</i>
10 DANIELLE ELKINS, PRESIDENT	<i>Advance Atlanta</i>		

Metro Atlanta Transit Greenhouse Lab

The Lab explored the current state, identifying opportunities for improvement

STRENGTHS

- Connected and engaged **leadership**
- Good cross-system **cooperation**
- Dedicated **revenue** streams (TSPLOST)
- Strong links and **accountability** between funders and operators (especially via sales tax)
- Transit is a strong asset for **economic development**, such as the Airport connection

WEAKNESSES

- **Fragmented** operating model and lack of regional coordination
- Not a strong **culture** supporting mass transit
- Some **misalignment** between transit needs and service areas
- Planning and facilities don't always cater well to **multi-mode transit**

OPPORTUNITIES

- **Political environment** and public attitudes to transit are ripe for change
- Multiple **funding sources** create room to grow (federal, state, local, and private)
- **Technology** is opening up new opportunities to improve transit experiences
- Operations can be made more **efficient**, including by working together better

THREATS

- Continued decline in transit **ridership** (this is a nation-wide problem too)
- **Complex** political environment makes change challenging
- Funding sources need to **diversify** and **increase** to meet growing demand
- **Change** takes time but many stakeholders may not be patient

Metro Atlanta Transit Greenhouse Lab

Why did we develop a vision and design principles?

A future state Vision:

- Defines our ultimate goals and objectives
- Helps us to identify if we have been successful in our reforms
- Aligns efforts and focus
- Helps to bring stakeholders along

Future state Design Principles:

- Provide further definition about our goals and objectives
- Help us identify changes and improvements to be made to the current state
- Are used as criteria to make decisions about the future-state, including evaluating between different improvement options
- Explain our choices to stakeholders

Metro Atlanta Transit Greenhouse Lab

Lab participants jointly developed a high-level Vision for the transit system

Attributes Identified				
Accessible	Accountable	Affordable	Comfortable	Committed
Connected	Convenient	Cost Effective	Customer Centric	Efficient
Evolving	Flexible	Integrated	Intuitive	Multimodal
Responsive	Safe	Seamless	Transparent	Well Funded

Draft Vision Statement

ATL: Access to Life

A transit/mobility system that reliably connects Georgians to places that matter to them

Metro Atlanta Transit Greenhouse Lab

The Lab also achieved high-level consensus on future-state Design Principles

#	Future transit will be...	That means the future Governance & Funding structures...
1	Customer Focused	Ensure that decisions (and information needed for to make decisions) are built around customer needs and preferences
2	Coordinated	Enable seamless operations, across modes, regional and organizational boundaries
3	Prioritized and Strategic	Align funding and other resources to areas of highest impact (local, regional and statewide)
4	Efficient	Reduce unnecessary duplications and overlaps in activities and costs
5	Accountable	Ensure performance measures and links between funders, decision-makers and service delivery are clear so that authority matches accountability
6	Financially Sustainable	Involve multiple funding sources to stabilize and grow the transit system, including operations and maintenance
7	Implementable	Can be implemented in a timely manner, without risk to service continuity or disproportionate costs and with sufficient stakeholder support
8	Adaptable	Promote flexibility to changing circumstances, such as by utilizing technology to enhance service delivery and enabling assessment of the need for fixed assets

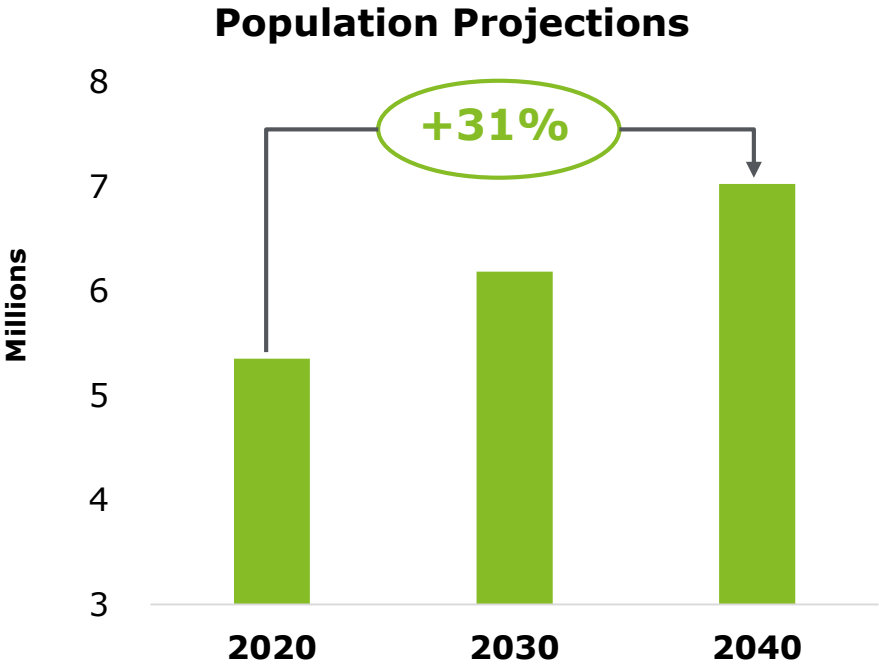
Early Findings & Directions

Early Findings and Directions

The Metro Atlanta region is growing rapidly, putting pressure on transit

The Atlanta metro population will grow by more than 2 million people by 2040

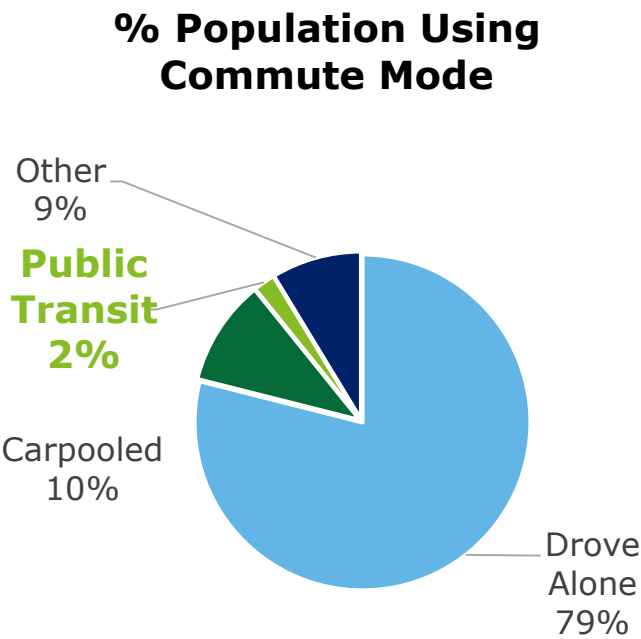
The residents of Atlanta are facing longer commute times, more traffic incidents, and fairly low rates of public transit usage



29.9 min average commute time across all modes in 2015

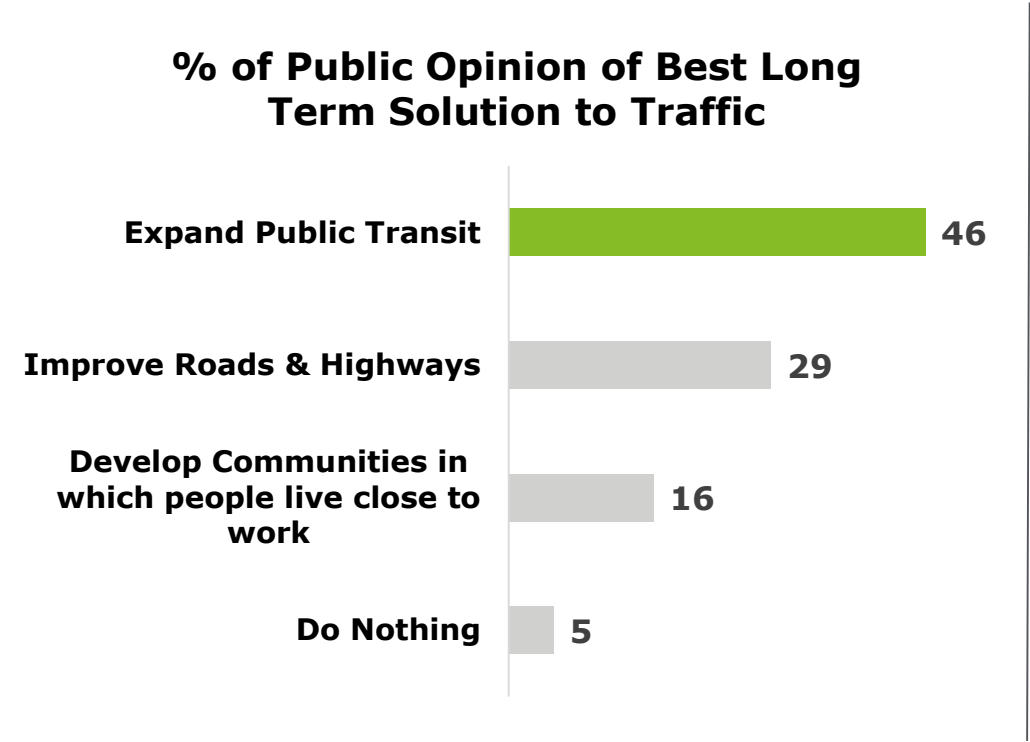
34.6% increase in vehicle crashes from 2010 to 2014

21.5% increase in crashes with injury from 2010 to 2014



Early Findings and Directions

Residents and businesses are expecting better transit



Early Findings and Directions

Lab participants highlighted their views on some comparison transit systems



Positive elements

London, UK

- 63% fare box recovery
- Diversity of funding sources (not overly reliant)

Los Angeles, CA

- 50% Board members take public transit
- 30 year tax measures

Vancouver, CAN

- Regional vision and centralized prioritization
- 30% of capital projects are state funded



Negative elements

Boston, MA

- Advisory board with 135 members!
- Unpredictable appropriations

Washington, DC

- No dedicated revenue stream
- High operating expenses

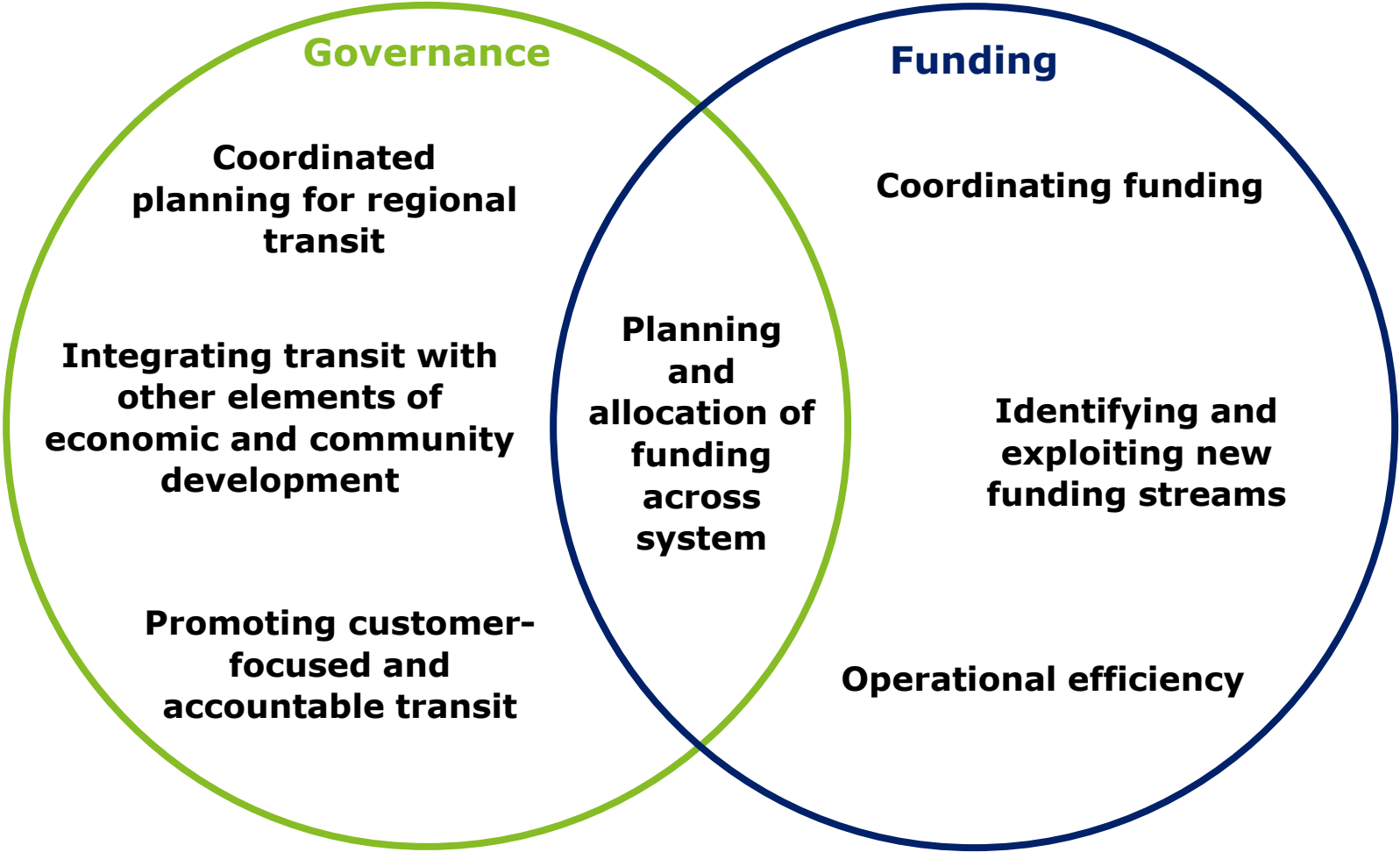
Dallas, TX

- Fragmented structure
- Minimal state funding

Early Findings and Directions

Governance and Funding have been identified as areas to strengthen

During the Greenhouse, stakeholders identified a number of opportunities to strengthen governance and funding:



Questions?